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FAX

MacCord Mason PLLC
2004 Eastwood Road, Suite 201
Wilmington, North Carolina 28403
Tel: (910) 256-3557
Fax: (910) 256-0523
Email: wmason@mmpatent.com

To:	Exam. Mark Fadok	From:	William J. Mason
Company:	USPTO AU #3625	Time:	
Phone:		Date:	October 18, 2004
Fax:	703-872-9306	Pages:	9 (including cover page)

RE: S/N 09/919,652 RETAIL ADVERTISING METHOD

I AM ATTACHING AN AMENDMENT IN RESPONSE TO THE OFFICE ACTION
OF SEPTEMBER 28, 2004 FOR S/N 09/919,6520 FOR RETAIL ADVERTISING
METHOD.

THANK YOU FOR YOUR ATTENTION TO THIS MATTER.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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Appl. No. : 09/919,652 Confirmation No. 5767
Applicant : Jeffery L. Clark
Filed : July 31, 2001
TC/A.U. : 3625
Examiner : Fadok, Mark A.

Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

In response to the Office action of September 28, 2004, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 6 of this paper.